Department of Foreign Affairs and International Trade
Ministère des Affaires étrangères et du Commerce international
Canada

CanadExport

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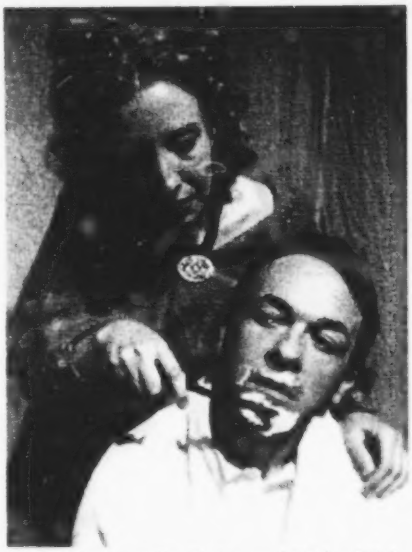
The play's the thing

Canadian theatre captivates London

The Windchill Factor, a new, non-profit organisation dedicated to developing cross-cultural exchange between Canada and the United Kingdom (U.K.), recently created ***www.canadiantheatre.co.uk****, a Web site featuring background material on U.K.-based productions of Canadians plays.*

Founded in July 2003 by two expatriate Canadians, Colin Williams and Chris MacNeil, The Windchill Factor is quickly establishing itself as the central point for all Canadian-related performing arts initiatives in the U.K. Citing an unprecedented amount of Canadian theatre currently in London and the U.K., Windchill Executive Director Colin Williams believes a Web site will assist both Canadian theatre companies and local audiences.

continued on page 4 — **Canadian theatre**



Amy Oliver as Effie Ruskin and Michael Yale as John Ruskin in Theatre Metropolis' touring production of Mrs. Ruskin

Canada's best trade research sites

Tired of searching for valuable information on global markets? Here is a list of the top free Web sites for international market intelligence.

→ **www.exportsource.ca**
This site is Canada's most comprehensive source of on-line export information. It also serves as a point of departure for numerous non-government and private sector information sources.

→ **www.infoexport.gc.ca**
The Canadian Trade Commissioner's site offers access to hundreds of market reports and 500 trade commissioners in 140 cities abroad.

→ **www.edc.ca**
While it is primarily known for its trade finance solutions for Canadian exporters, the EDC site also contains a wealth of economic information and industry research.

→ **www.statcan.ca**
Statistics Canada's site provides exporters with a wide range of statistical information and quantitative data to help them with their planning and research.

Find out more about researching your export ventures by going to **www.exportsource.ca**, or call Team Canada Inc's Export Information Service toll-free at **1 888 811-1119**.

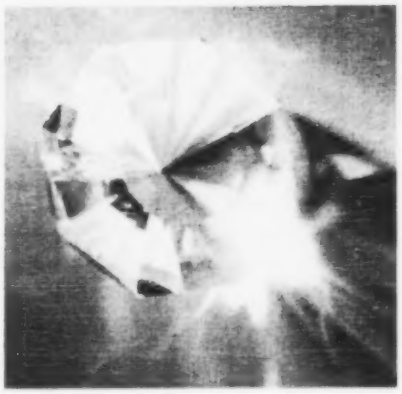
2007-01795/

Canadian arctic diamonds shine in Chicago

In Chicago this past fall, Canadian-mined, cut and polished diamonds from the Northwest Territories (NWT) made a sparkling debut. The Government of the Northwest Territories, in cooperation with the Canadian Consulate General in Chicago and the Canadian Tourism Commission, staged this successful introduction by holding various promotional events.

Getting attention

Pre-event advertising in Chicago, a glossy lifestyle magazine, announced the arrival of the Canadian arctic diamond. One of the events was a public diamond polishing and cutting demonstration that featured an expert trainer from the NWT's Aurora College. The demonstration took place in an upscale shopping mall



in downtown Chicago and brought the product to the attention of the average Chicago consumer.

Also, the same demonstration and an in-studio interview with a local jeweller who carries Canadian arctic diamonds was covered by the local Fox News affiliate and the Chicago Tribune's WGN television; the latter clip was shown nationally and carried on the station's Web site. These events also served to highlight Canada's unique certification programs.

There was also an evening demonstration to 150 Chicago contacts which further helped introduce Canadian diamonds to the Midwest consumer. Three companies that process diamonds in the NWT—**Sirius**, **Arslanian** and **Deton'Cho Diamonds Inc.**—supported the initiative.

Market overview

There is a wealth of opportunity for Canadian companies in the world's diverse diamond market; the worldwide mine sales component is estimated at US$7.9 billion (2002), the final retail sales market at US$14.5 billion, and the total retail market for diamond jewellery is estimated at U.S.$57 billion. As for the U.S., it's the dominant world market for diamonds with an estimated 50% share, and the Midwest is one of the leading diamond markets in that country.

Bright future

Product branding and differentiation is considered to be an important part of future diamond success. Even with the growing strength of Canada in this luxury goods industry, this introduction is only a first, modest step. Establishing and sustaining a niche in this competitive luxury goods market will require not only great diamonds, but a great story, extensive high-quality advertising, strategic public relations and wide product availability—elements that will make the Canadian arctic diamond stand out from the rest.

For more information, go to **www.canadianarcticdiamond.com** and **www.gov.nt.ca/RWED/diamond/development.htm**.

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Calling all Canadian women's apparel manufacturers!

Chicago, Illinois — March 13-16, 2004 — Is your line a fit for the Chicago marketplace? Do you seek local reps in the U.S. Midwest? If so, attend the seventh **Women's Apparel Rep Locator trade mission**. The program will include a shared booth at **StyleMax**, the Midwest's most important apparel show, a full-day educational seminar and access to hundreds of reps.

For more information, contact Ann F. Rosen, Business Development Officer, e-mail: **ann.rosen@dfait-maeci.gc.ca**, tel.: **(312) 327-3624**, Web sites: **www.chicago.gc.ca** (click on "Doing Business in the U.S."), or **www.merchandisemart.com/stylemax**.

VIRTUAL TRADE COMMISSIONER

PERSONALIZED INFORMATION AND SERVICES

The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

The Virtual Trade Commissioner

Pierre Dolbec uses his Virtual Trade Commissioner to obtain general information to help guide his clients in their commercial transactions abroad. First he does some initial research "leg work" for them to identify useful international market information. Then he encourages them to register for their own Virtual Trade Commissioner so they can easily access personalized information for all their markets of interest.

Dolbec also uses his Virtual Trade Commissioner to plan his own international trips and projects. "It helped me to prepare for a business trip to Africa. Before I even went abroad, I was able to obtain a list of key contacts at the embassy and in the business community, as well as useful information on local holidays and tips on doing business in the region."

The People

Through his Virtual Trade Commissioner, Dolbec developed a close working relationship with trade commissioners in Africa. According to him, before his departure, they were able to provide him with information that was extremely relevant, and up-to-date. It more than met his needs.

The Benefits

When registering for the Virtual Trade Commissioner, Dolbec completed a detailed company profile that trade commissioners access every time he requests a service from them. The result is faster, better service in every market Dolbec Y. Logistics International Inc. pursues abroad.

Why I use it. Why I like it.

Experts in international trade like Pierre Dolbec agree that the Virtual Trade Commissioner is a "must" for every Canadian exporter. According to Dolbec, it's a fast, easy-to-use service, and it's really a new approach to work.

Dolbec Y. Logistics International Inc. is a multi-service centre, an international freight agent and a customs broker with more than 40 years of experience. The Dolbec team considers its hundreds of clients as "partners," and offers them a complete range of services to facilitate their commercial transactions abroad.

" An exporter who does not take advantage of the Virtual Trade Commissioner is literally throwing money out the window. "

Pierre Dolbec
President and Chief Executive Officer
Dolbec Y. Logistics International Inc.
www.dolbec-intl.ca

Register now for your Virtual Trade Commissioner at www.infoexport.gc.ca and find out why Pierre Dolbec and thousands of other Canadians already have!

How does your company use its Virtual Trade Commissioner? Call (613) 944-0123 to let us know.

THE CANADIAN TRADE COMMISSIONER SERVICE

For more information on the Virtual Trade Commissioner, visit:

www.infoexport.gc.ca

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Canadian, French research centres sign oil and gas MOU

Lee Shinkle, Executive Director of Petroleum Research Atlantic Canada (PRAC), and Olivier Appert, President of the Institut Français du Pétrole (IFP), signed a Memorandum of Understanding (MOU) aimed at developing joint research and development activities in the oil and gas sector and promoting cooperation between Canadian and French companies.

This MOU is the result of the Canada-France Joint Economic Commission round table on energy, which took place in January 2003 in Paris, at which time both countries reaffirmed their desire to consolidate bilateral economic relations by intensifying cooperation.

IFP is an independent research and development, training and information centre working in the oil, natural gas and automotive sectors. Its activities cover the entire range of hydrocarbon-related activity like exploration, production, refining, petrochemicals, engines and the use of petroleum products.

PRAC is a non-profit organization dedicated to increasing research and development in Atlantic Canada's petroleum sector by developing partnerships between the public and private sectors. Its funding comes from members' contributions (industry and government). PRAC supports university research, training through research and all petroleum research-related activities.

For more information, contact Amanda Barrett, PRAC, tel: **(902) 494-2762**, e-mail: **Amanda.Barrett@pr-ac.ca**, Web site: **www.pr-ac.ca**, or Anne-Laure de Marignan, IFP, tel.: **(011-01) 47-52-62-07**, e-mail: **a-laure.de-marignan@ifp.fr**, Web site: **www.ifp.fr**

At the signing of the Canada/France oil and gas MOU were, from left: Lee Shinkle, Executive Director of Petroleum Research Atlantic Canada, and Olivier Appert, President of the Institut français du Pétrole.

Canadian theatre

— *continued from page 1*

"Last autumn there were eight Canadian plays in London. With the increasing popularity of Canadian theatre in the U.K., it made sense to bring the productions under one informational roof," said Williams. "We hope to enable greater cultural exchange and learning between Canadian and British artists. This program will help both Canadian and British theatre to grow and develop." Some of the Canadian plays that ran in the fall included *Mrs. Ruskin* by Kim Morrissey, *Zadies Shoes* by Adam Pettle, a recent graduate of the National Theatre School of Canada's playwriting program, *Problem Child* by George F. Walker, *Goodnight Desdemona (Good Morning Juliet)* by Ann Marie Macdonald, and *Ex Machina - the far side of the moon* by Robert Lepage.

The Windchill Factor

"British audiences are rarely given the chance to see the best of Canadian theatre, and Canadian artists usually don't have the opportunity to work and learn with professionals from outside of Canada. By addressing these two issues together, we are confident that the performing arts in both countries will be the richer for it," said Williams.

Katherine Bond, Performing Arts Officer at the Canadian High Commission in London, is keen to encourage and support the Windchill initiative. "Canadian plays and performers are among the best in the world," Bond commented. "We are pleased to assist Windchill in helping to promote these unique, exciting productions to British theatre-goers."

The Windchill Factor Web site represents the start of a concerted and organised campaign to establish a stable, long-term platform for Canadian theatre work in London, the U.K. and Europe. This platform will extend to a cultural exchange program designed to provide exposure of new cultures to up-and-coming artists in the performing arts. The site will list both London-based and touring productions.

For more information, contact Colin Williams, The Windchill Factor, tel.: **(011-44) 778-662-5576**, e-mail: **colin@thewindchillfactor.com**, or Katherine Bond, Performing Arts Officer, Canadian High Commission in London, tel.: **(011-44) 207-258-6617**, e-mail: **katherine.bond@dfait-maeci.gc.ca**, Web site: **www.dfait-maeci.gc.ca/london**

Perseverance pays off for Canadian housing manufacturer in Japan

***Demtec Inc.**, a well-known developer of panellized housing based in Princeville, Quebec, is currently making its mark halfway around the world with the launch of a new residential project that is bringing the best of Canadian housing technology to the southern Japanese city of Kitakyushu, on the island of Kyushu.*

In November 2003, Demtec inaugurated its project with the support of Canada Mortgage and Housing Corporation (CMHC) by holding an "open house" of its model home—the first in a series of 20 Demtec homes scheduled for construction. Demtec is one of six builders that have won a highly coveted contract to develop a residential lot owned by Nishitetsu Railway Company. The project calls for the construction of 500 centrally located units with landscaped gardens.

Demtec's first major foray into the Japanese market was in 2000 while on a mission led by CMHC International. That trip proved to be very productive, as CMHC introduced Demtec to several key members of the housing industry, including its current partner, Yamatsugi. CMHC played an important role in both Demtec's initial and ongoing success. Indeed, CMHC has consistently identified Japan as a lucrative market with a great deal of potential for Canadian exporters of housing products and services. As the second-largest market in the world for new housing—starts exceed one million annually—Japan favours wood-based construction, which accounts for over 50% of new housing units.

Demtec International's model home at the November 2003 inauguration of its new residential project in Kitakyushu, Japan

Building on success

Demtec's accomplishment can largely be attributed to the company's willingness to collaborate closely with Japanese industry professionals and to work within the local infrastructure. Furthermore, its partnership with Yamatsugi was enhanced when Demtec trained the distributor to assemble its panellized housing system. The Canadian housing manufacturer also teamed up with a local real estate agency and launched an advertising campaign targeting local media.

Another key contributor to its success is perseverance. Alain Boulet, President of Demtec International Inc., explains: "Despite a recent slowdown in the real estate market, we have maintained an active presence in Japan for several years, expanding our network of distributors and implementing a rigorous quality control system. This approach has allowed us to thrive in a very competitive market and to develop a housing system that will meet the stringent requirements of our Japanese clients."

"There is an increasing degree of acceptance for Canadian-style timber-frame construction and the use of solid wood materials in Japanese homes," explains Stéphane Forget, Trade Consultant for CMHC International in Quebec. "In addition, the fact that Canadian construction methods are rapid and energy-efficient is an important selling point for housing exporters who want to enter the Japanese market."

For more information, go to **www.demtec.com**, or contact Stéphane Forget, CMHC International, tel.: **(514) 283-0124**, fax: **(514) 283-2983**, Web site: **www.cmhc.ca**.

International Bio Expo Japan

Tokyo, Japan — May 19-21, 2004 — **Bio Expo Japan** is one of the largest biotechnology showcases in Asia. Last year's show attracted more than 13,500 visitors, with over 75% directly involved in biotechnology.

Several Canadian companies and organizations, including the Canadian Embassy in Tokyo, participated in Bio Expo 2003. The Canadian pavilion attracted hundreds of visitors interested in Canadian biotech capabilities and a similar crowd is expected to attend this year's event. Also, a bio-partnering forum and **Interphex**, the largest pharmaceutical products trade show, will be running concurrently with Bio Expo.

The Canadian Embassy in Tokyo will be organizing a pavilion at Bio Expo once again and interested companies or organizations are invited to participate. **For more information**, contact Avrom Salsberg, Technology Development

Exporting your services

When it comes to services, Canadian businesses are world-class. It only makes sense that people around the world benefit from our knowledge and expertise. Abundant export opportunities exist for Canadian service firms and increasing numbers of these businesses are exporting their services to lucrative foreign markets.

Governments and businesses around the world are confronted with diverse challenges that require innovative solutions. In a knowledge-based economy, knowledge-intensive services represent one of the fastest growing components of world trade. Canada's service sector must become export-ready to take advantage of these opportunities.

Exporting has its benefits...

The benefits of exporting are clear. There is the opportunity to increase sales and generate higher profits, particularly if all the fixed costs of the company are covered by domestic operations. Foreign markets offer diversification, thereby reducing the company's dependence on traditional markets. When one economy is struggling, another may be booming. This diversification also presents opportunities for growth in new directions, as well as new experiences that can translate into greater domestic competitiveness.

...and challenges

Yet, exporting services can present a number of challenges as well. Services are often intangible. Creating awareness of your company and its services, establishing your credibility and demonstrating your competence outside of your home territory is critical. So, too, is demonstrating a high level of commitment to foreign clients and building relationships. This demands time and effort, as well as willingness to research and respect differences in culture, language and business practices.

Exporting services is not the sole domain of large businesses. Whether you are a sole proprietorship with expertise in wastewater treatment facility management or an engineering firm with offices across Canada, exporting is a viable option. In fact, the general profile of a service firm in Canada reveals a company with fewer than 15 employees, limited resources, and little or no export experience or knowledge. These service providers usually operate in a niche market, with specialized skills and capabilities. The profile also reveals that such businesses are not aware of assistance available to service firms seeking to explore opportunities outside of Canada.

Get started

Service firms looking to enhance their export skills can attend half-day Going Global workshops, delivered by Team Canada Inc in conjunction with the Forum for International Trade Training (FITT). The workshops are also available on-line at **www.fitt.ca**. FITT also offers a more intensive international

continued on page 7 — **Exporting services**

Canada, Panama sign technology MOU

Hugh O'Donnell (first from left), Executive Vice-President, Canadian Commercial Corporation (CCC), and Dominador Kaiser Bazán (second from left), Vice-President of the Republic of Panama, signed a Memorandum of Understanding in Ottawa in December 2003, to facilitate access to Canadian technology and help Panama to identify and develop new business opportunities, among which are those related to the introduction of e-commerce and e-government services to its citizens.

CCC provides Canadian exporters with preferred access to government procurement markets and specialized contracting services, to help them win export sales. Through its government-to-government contracting role, CCC helps Canadian exporters sell into public sector markets in an average of 30 countries each year.

When CCC acts as prime contractor, buyers gain confidence from CCC's ability to provide a government-backed guarantee of contract performance. The credibility of a government guarantee helps to enhance the Canadian proposal and win the contract.

For more information on CCC's services, go to **www.ccc.ca**.

Infrastructure mission to Gulf Countries

Qatar, the United Arab Emirates and Kuwait — April 14-26, 2004 — Ontario's infrastructure services sector is invited to explore the export potential offered by today's burgeoning growth in the Gulf Countries by joining a trade mission to Abu Dhabi, Dubai, Doha and Kuwait City.

The mission will be hosted by Ontario Exports Inc., the export development agency of the Government of Ontario, in conjunction with the Canada-Arab Business Council, the Department of Foreign Affairs and International Trade and Export Development Canada. This is a great opportunity for Ontario companies to promote their expertise to buyers supplying goods and services for new capital projects in these booming economies.

Opportunities include the recently announced "Dubailand" featuring the Mall of Arabia—the largest shopping mall in the world when completed—as well as several new hotels, an art gallery, a water amusement park, an indoor ski slope, a complex of sports stadiums and the largest zoo in the Middle East.

Ontario companies have already enjoyed considerable success in exporting their engineering, architectural, planning, medical and educational services to the Arabian Gulf region, so don't miss this opportunity.

For more information, contact Al Hinton, Area Director, Middle East, Ontario Export Inc., tel.: **(416) 325-6782**, e-mail: **al.hinton@edt.gov.on.ca**, or Aida Viveiros, Canadian Manufacturers & Exporters, tel.: **(905) 568-8300**, ext. **288**, e-mail: **aida.viveiros@cme-mec.ca**.

Trade Commissioner Service award handed out

Former International Trade Minister Pierre Pettigrew presented the Robert L. Richardson Trade Commissioner Service Award for Excellence in International Trade Studies to Evan Lewis. The award was presented at the Canada Export Awards ceremony held in conjunction with the Canadian Manufacturers & Exporters (CME) conference on trade in Toronto on November 24, 2003.

Lewis, from Deep River and Kincardine, Ontario, is a graduate of the University of Guelph. He is currently enrolled in the Norman Paterson School of International Affairs at Carleton University in the International Trade Policy stream. His award winning essay is entitled *Trade Liberalization and Development: A Case for Capacity Development.*

The award was established by CME in 1992 to honour the years of service and dedication of Robert Richardson, a former top public servant who started his career as a trade commissioner. From 2002 to 2004, DFAIT will sponsor a bursary for the award recipient.

Former International Trade Minister Pierre Pettigrew congratulates Evan Lewis, this year's winner of the Robert L. Richardson Trade Commissioner Service Award.

For more information about the award, contact CME, tel.: **(613) 238-8888**.

Exporting services

— continued from page 1

trade program that can lead to a professional designation as a Certified International Trade Professional (CITP).

If you are uncertain about your ability to export, the Export Readiness Diagnostic from ExportSource **(www.exportsource.ca/diagnostic)** is the on-line tool to help you identify your strengths and weaknesses, as well as your objectives and possible strategies. Coupled with the Interactive Export Planner **(www.exportsource.ca/iep)**, service firms will have the background they need to identify sources within Team Canada Inc who can help them reach the next stage in the export process.

Once a service firm is ready to export, registering for the Virtual Trade Commissioner is a must. Trade Commissioners in Canada and abroad use this confidential database of Canadian exporters to identify qualified Canadian suppliers with export capability. The Virtual Trade Commissioner can be accessed on-line at **www.infoexport.gc.ca**.

Whether establishing financial services in Latin America, consulting on mining or forestry projects in Australia, or managing agri-food programs in the Baltic States, Canada's diverse service industries can compete around the globe. To find out more about exporting your services, go to **www.exportsource.ca/worldview** and read Take a World View: Export Your Services, or call Team Canada Inc at **1 888 811-1119**.

AEROSPACE & DEFENCE

Canberra, Australia — May 24-27, 2004 — **SimTecT 2004** is Australasia's premier simulation and training technologies conference and exhibition. **For more information**, contact Gregory Luz, Business Development Officer, Canadian High Commission in Australia, tel.: **(011-62-2) 6270-4000**, fax: **(011-62-2) 6270-4069**, e-mail: **greg.luz@dfait-maeci.gc.ca**, Web site: **www.simtect.com**.

AGRICULTURE, FOOD & BEVERAGE

Parma, Italy — May 6-10, 2004 — **CIBUS 2004** is the most important food products exhibition in Italy with more than 2200 exhibitors and over 100,000 visitors from 21 countries. **For more information**, contact Pier Paolo Chicco, Business Development Officer, Canadian Consulate General in Milan, tel.: **(011-39-02) 6758-3355**, fax: **(011-39-02) 6758-3900**, e-mail: **pierpaolo.chicco@dfait-maeci.gc.ca**.

Novi Sad, Serbia and Montenegro — May 15-22, 2004 — The **2004 International Agricultural Fair** is the country's largest of its kind. **For more information**, contact Djurdja Ceramilac, Commercial Officer, Canadian Embassy in Serbia and Montenegro, tel.: **(011-381-11) 306-3070**, fax: **(011-381-11) 306-3035**, e-mail: **bgrad-td@dfait-maeci.gc.ca**, Web site: **www.nsfair.co.yu**.

ENVIRONMENT

Amman, Jordan — May 30-June 3, 2004 — The **International Water Demand Management Conference** will showcase state-of-the art conservation technologies for the domestic, industrial, and agricultural sectors. **For more information**, contact Hala Helou, Senior Commercial Officer, Canadian Embassy in Jordan, tel.: **(011-962-2) 566-6124**, e-mail: **amman-td@dfait-maeci.gc.ca**, Web site: **www.wdm2004.org**.

HEALTH INDUSTRIES

Algiers, Algeria — May 11-14, 2004 — Be part of the **International Pharmaceutical and Medical Equipment Fair**. **For more information**, contact Expod, tel.: **(011-213) 21-37-49-06**, e-mail: **expod-event@hotmail.com**, Web site: **www.dzshow.com**.

ICT

Moscow, Russia — May 11-15, 2004 — **SVIAZ/EXPO COMM** is Russia's largest international exhibition and conference for telecommunications, information technology, wireless and broadband technology. **For more information**, contact Steven Goodinson, Trade Commissioner, Canadian Embassy in Russia, tel.: **(011-7-095) 105-6058**, fax: **(011-7-095) 105-6051**, e-mail: **steven.goodinson@dfait-maeci.gc.ca**, Web site: **www.ejkrause.com/events/3204.html**.

Singapore — June 15-18, 2004 — **CommunicAsia 2004**, a major ICT exhibition and conference, will once again be held concurrently with **BroadcastAsia 2004**, an electronic media technology exhibition and conference. Both events will feature a Canadian pavilion. **For more information**, contact Derek Complin, UNILINK, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **dc@unilinkfairs.com**, Web site: **www.unilinkfairs.com/cp/communicasia04**.

OIL & GAS

Muscat, Oman — April 19-21, 2004 — **Oil and Gas West Asia** is Oman's premium energy industry trade show. **For more information**, contact Mohamed Al Hussni, e-mail: **omanexpo@omantel.net.om**, Web sites: **www.omanexpo.com** or **www.ogwaexpo.com**.

PLASTICS

Mexico City, Mexico — April 27-30, 2004 — **Plastimagen Mexico 2004** is the most important plastics exhibition and conference in the region. A Canadian mission to this show is planned. **For more information**, contact Evelyne Alcala, Commercial Officer, Canadian Embassy in Mexico, e-mail: **evelyne.alcala@dfait-maeci.gc.ca**, Web site: **www.plastimagen.com.mx**.

TOURISM

Havana, Cuba — April 20-23, 2004 — **Tecnotur** is Cuba's international trade fair for tourism products, services and technologies. **For more information**, contact Francisco Rodriguez, Trade Commissioner, Canadian Embassy in Cuba, tel.: **(011-537) 204-2516**, fax: **(011-537) 204-2044**, e-mail: **havan-td@dfait-maeci.gc.ca**.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Web site at **www.dfait-maeci.gc.ca**.

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